



ZAREMBA GROUP

**Waterford Villas
Minor General Plan Amendment
Scottsdale, Arizona**

GPA Project Narrative

**Request for a Minor General Plan Amendment
from Office to Urban Neighborhood
Case # 39-PA-2004**

Prepared by:

**Biskind, Hunt & Taylor, P.L.C.
11201 North Tatum Blvd., Suite 330
Phoenix, AZ 85028**



ZAREMBA GROUP

WATERFORD VILLAS

Minor General Plan Amendment Narrative Report

Northeast Corner of Shea Boulevard and 74th Street

I. Project Overview

A. General Overview of Request

The purpose of this application is to request a Minor General Plan Amendment from Office to Urban Neighborhood (the "Minor GPA") on approximately 5.45 net acres. The subject property is located at the northeast corner of Shea Boulevard and 74th Street (the "Property") within the City of Scottsdale (the "City"). The Property is owned by Herberger Enterprises, Inc., an Arizona corporation, and is proposed to be developed by Zaremba Group, LLC, a Delaware limited liability company ("Zaremba"). Zaremba proposes to develop the Property with luxury condominiums ("Waterford Villas"). Waterford Villas will feature sixty-eight (68) homes located in two (2) story buildings.

In addition to the Minor GPA request, a request for approval of a zoning change from Service-Residential ("S-R") to Medium Density Residential ("R-3") is being submitted concurrently.

B. Purpose of Request

Zaremba proposes to develop the Property with a luxury condominium community that will complete the development of this area of the Shea corridor. Waterford Villas are proposed to be high quality residential units complete with private amenities to serve residents of the community.

Waterford Villas has been designed to take advantage of the surrounding area by providing pedestrian access to adjacent retail, commercial and entertainment uses. Pedestrian accessways are provided throughout the Property. The Property will feature heavily landscaped areas both at the perimeter and internal to the site. Additionally, both 74th Street and Shea Boulevard will have building setbacks of a minimum of thirty feet (30') resulting in a landscaped setback area of thirty feet (30') to eighty feet (80'). It should be noted that Shea Boulevard is designated as a visually significant roadway in the 2001 General Plan (the "General Plan").

II. Location/Access

The Property is located in one of the few remaining undeveloped properties along the Shea Boulevard corridor and is conveniently located at the signalized intersection of Shea and 74th Street. Access to the Property will be via an entrance off of 74th Street that aligns with the access way on the west side of 74th Street and one emergency-only access will be provided. No direct access is proposed from Shea Boulevard. The Property is also located approximately one and one-half (1½) miles west of the 101 Freeway providing convenient access to the Valley.

III. Conformance with the Guiding Principles of the General Plan

The Minor GPA proposes an amendment to the Conceptual Land Use Map (the “Land Use Map”) as contained in the Land Use Element of the General Plan. While Zaremba is seeking to amend the Land Use Map, this change is compatible and consistent with the Guiding Principles of the General Plan. The Guiding Principles include six (6) dominant themes that provide the overall structure for the General Plan. The six (6) Guiding Principles are Character and Lifestyle, Economic Vitality, Neighborhoods, Open Space, Sustainability and Transportation. Each of the Guiding Principles includes the specific elements of the General Plan. Below is a discussion of how the Minor GPA and the Waterford Villas community further the vision of the Guiding Principles.

A. Character and Lifestyle Guiding Principle

The Character and Lifestyle Guiding Principle seeks to value and preserve the unique lifestyle found in the City. The preservation of this unique lifestyle is to be achieved by respecting the natural and man-made environment while at the same time providing for the needs of citizens. Specifically, the vision for the Character and Design Element notes that residents value the diverse character of the City and the high quality of development. Further, the Land Use Element vision indicates that the land uses must complement each other and that a variety of living opportunities are encouraged.

Waterford Villas is in keeping with this important Guiding Principle because it is in conformance with the high design standards required in the City. Moreover, it will provide an additional residential option in this neighborhood that will serve as an appropriate transition from the attached single-family neighborhood to the north and east to the commercial development to the west. Additionally, Waterford Villas will also provide the opportunity for residents to conveniently access the retail, commercial and service areas to the west and south.

Finally, Waterford Villas conforms to numerous Goals and Approaches as noted in a separate attachment regarding a discussion and analysis of goals and policies.

B. Economic Vitality Guiding Principle

The City values and has defined the goal of supporting its economic strengths by targeting new opportunities to diversify the economic base and provide for the fiscal health of the City. To achieve this, the established vision for the City is to have a dynamic, diverse and growing economy that provides essential services and bolsters the tax base. Waterford Villas will assist in achieving these goals in two (2) primary ways: 1) by adding to the economic base during the construction phase by the impact to the building and development trade; and 2) by adding additional residents in the immediate area who, because of the close proximity to the commercial area to the west, will utilize these services and shop in the area.

C. Neighborhoods Guiding Principle

Because the residential and commercial neighborhoods are a defining element of the City, the General Plan places special emphasis on maintaining and enhancing the existing and future neighborhoods. As such, community involvement in the planning and zoning process is required as well as the desire to ensure a variety of high quality housing for people of all ages, needs and economic status. Waterford Villas will be consistent with this vision for the City. As part of this Minor GPA process, a citizen participation effort will be undertaken to inform residents and obtain their suggestions and input. Additionally, approval of the project will provide additional housing options for residents in an infill location that is compatible with the surrounding area.

D. Open Space Guiding Principle

This Guiding Principle seeks to define the City's commitment to preserving natural desert open spaces as well as providing for the recreational needs of residents. The Property is not located in an environmentally sensitive area and thus is not the subject of efforts to preserve desert areas. The Property is, however, an infill site located in a developed urban area. Waterford Villas will provide recreational amenities to the residents thus meeting, in part, the goal of providing recreational areas for residents.

E. Sustainability Guiding Principle

The purpose of the Sustainability Guiding Principle is to set forth the City's desire to manage its finite and renewable resources such that they serve future needs. It is in this context that the costs for development are to be born by new development and that more intense development is encouraged in specific growth areas. Specifically, the Growth Areas Element of the General Plan designates the Shea Boulevard/Scottsdale Road commercial area as an Activity Area. Waterford Villas meets the sustainability principle because the development will pay for all costs associated with the development. Because the Property is an infill location, all services and facilities are conveniently located.

Further, the residential community is an appropriate use in and around an Activity Area and should be encouraged.

F. Transportation Guiding Principle

According to the General Plan, the transportation system is the backbone of the City, supporting the economy and influencing land use patterns. The Transportation Element encourages multi-modal forms of transportation and land use patterns that foster the live, work, and play lifestyle. Waterford Villas conforms to these goals by providing a land use that will encourage the use of non-vehicular modes of travel, specifically pedestrian and bicycle, to access nearby retail, commercial, office and entertainment uses.

IV. Summary

While a Minor GPA to amend the Land Use Map is required for the development of Waterford Villas, it has been demonstrated that the change is consistent with the Guiding Principles of the General Plan. Waterford Villas will be the type of high quality development for which Scottsdale is known. Careful attention to the design of the site, buildings and landscaping is proposed. Furthermore, the proposed use will provide an appropriate transition between the attached single-family residential uses to the north and east and the commercial retail uses to the west and south. The Property is an infill site and has direct access to an arterial road as well as all necessary utilities. Finally, Waterford Villas will be a beneficial use not only to the commercial uses to the west, but is conveniently located to provide residents with easy access to commercial, entertainment, dining and office uses, all within walking or biking distance, thus resulting in a reduction of vehicle trips.



ZAREMBA GROUP

WATERFORD VILLAS

Minor General Plan Amendment/Discussion & Analysis of Goals and Policies

Northeast Corner of Shea Boulevard and 74th Street

General Overview of Request

The purpose of this application is to request a Minor General Plan Amendment from Office to Urban Neighborhood (the "Minor GPA") on approximately 5.45 acres. The subject property is located at the northeast corner of Shea Boulevard and 74th Street (the "Property") within the City of Scottsdale (the "City"). Zarembo proposes to develop the Property with luxury condominiums/townhouses ("Waterford Villas"). The following is a discussion and analysis of the impact of the proposed Minor GPA and any changes to goals and policies of the General Plan.

Provide Discussion and Analysis of any changes to the Approved Plans, Goals, and/or Policies contained in each General Plan Element that your Proposed Amendment would make.

The Minor GPA proposes to amend the Conceptual Land Use Map contained in the Land Use Element as noted above. The proposed change from Office to Urban Neighborhoods is compatible when considering the overall and immediate context of the area. The adjacent land use to the west is commercial and the land use to the south across Shea Boulevard is Suburban Neighborhoods. While the land use designation to the north and east is Rural Neighborhoods, the immediately surrounding residential uses are attached single family residential which are higher density than the residential uses further north and east. As a result, the proposed Waterford Villas will complete the transition of residential uses from low density rural residential to less dense residential and commercial.

No other changes to approved plans, goals or policies of an Element are proposed.

List each Element and discuss the applicable Plans and Policies within each Element as it relates to your Proposed Amendment.

While the Minor GPA will amend the Conceptual Land Use Map, the proposed use is consistent with many of the goals and approaches contained in the General Plan. We have considered and analyzed specific Goals and Approaches contained in each of the Elements of the General Plan that are consistent with the proposed use. The following is a description of the Goals and Approaches that support the approval of the Minor GPA.

A. Character and Design Element

The Property is designated Rural Character Area on the Character Types Map and is adjacent to Suburban Character to the west and south. The Rural Character Area was designated as a result of the existence of homes on large horse properties further north of the Property. While homes in the general area and further north of the Property are on larger rural lots, the residential density transitions to smaller lots adjacent to the Property. The homes immediately adjacent to the north and to the east are attached residences on smaller lots. The development of the Property as proposed thus completes the transition of densities from lower density uses further north and east to more urban development located at Shea Boulevard and 74th Street.

The Property is also within Character Area #4 which is scheduled for the future development of a Character Area Plan, though no timeframe is currently contemplated. Finally, the Streetscape Map of the Character and Design Element denotes the Property as a Transitional Streetscape area. In these areas, the “development pattern is medium to low, and the streetscape serves as a buffer between traffic and adjacent land uses.” It is recommended that native plants or plants compatible with a desert environment be utilized.

In addition to the above designations, the Minor GPA is consistent with the following Goals and Approaches contained within the Character and Design Element as follows:

1. Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- Responds to regional and citywide context with new and revitalized development in terms of:
 - Relationships to surrounding land forms, land uses and transportation corridors
 - Contributions to citywide linkages of open space and activity zones
 - Consistently high community quality expectation
 - Visual impacts (views, lighting, etc.,) upon public settings and neighboring properties
 - Visual and accessibility connections and separations
- Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development
- Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people’s needs
- Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location

Response: Waterford Villas conforms to the above noted goal and approaches because it not only blends in and completes the transition of development intensity in the area, it does so in a manner that will contribute to the character of the area. The condominiums will be designed with attention to architectural detail, yet be consistent with the high quality nature of the surrounding homes. Because the Property is sandwiched between a large commercial area and a residential area that reduces density as you move further north and east from the Property, the proposed condominium use is an ideal use that completes the transition in the area. Furthermore, the Property is conveniently located adjacent to an arterial roadway allowing for convenient ingress and egress, without negatively impacting any residential areas.

2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- Continue the development review process
- Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development

Response: Waterford Villas will be subject to the stringent review process of the Development Review Board (“DRB”) where the high quality design of the project will be ensured and which will ultimately, when constructed, contribute to and enhance the unique character of Scottsdale. Further, as part of this process, careful consideration will be given to the design to ensure that it is compatible with surrounding development.

4. Encourage “streetscapes” for major roadways that promote the City’s visual quality and character, and blend into the character of the surrounding area.

- Other visually significant roadways include roadways with buffered setbacks and roadways with specific streetscape design themes

Response: The Shea Boulevard and 74th Street streetscapes are planned and designed to enhance the visual quality of the streetscape. Specifically, setbacks consistent with the depth of the adjacent properties are proposed. These areas will be attractively landscaped and will provide an attractive visual streetscape for the area as well as for residents.

6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the City.

- Require substantial landscaping be provided as part of new development or redevelopment
- Maintain the landscaping materials and pattern within a character area

- Encourage the use of landscaping to reduce the effects of heat and glare on building and pedestrian areas as well as contribute toward better air quality.
- Discourage plant materials that contribute substantial air-borne pollen
- Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the “urban heat island” effect

Response: Zaremba recognizes the value that landscaping can play not only from a visual perspective, but also from a quality of life viewpoint. As such, the Property will give specific attention and detail to the planning and development of appropriately landscaped areas, include street frontages, areas between adjacent residential development areas and on-site areas. Plant varieties will promote water conservation.

7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

- Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings
- Allow for lighting systems that support active pedestrian uses and contribute to public safety

Response: Waterford Villas will utilize outdoor lighting that conforms to the requirements of the City. Lighting design will be located to provide for safety of the area, yet not intrude into adjacent residential areas.

B. Land Use Element

1. Recognize Scottsdale’s role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base
- Encourage land uses that preserve a high quality of life and define Scottsdale’s sense of place within the region

Response: Zaremba recognizes the role Scottsdale plays relative to economic and cultural activities. The Waterford Villas development will contribute to this goal by (a) providing another high-quality development that solidifies Scottsdale’s reputation for premier development, and (b) by creating a development that will contribute to the character of the area by providing a use that appropriately transitions from residential to commercial and which will provide an opportunity for residents to conveniently access commercial retail and service uses.

2. Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

- Ensure that neighborhood edges transition to one another by considering appropriate land uses, development patterns, character elements and access to various mobility networks
- Guide growth to locations contiguous to existing development to provide City services in a cost effective and efficient manner
- Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available

Response: The Property is an infill site that, when developed with the condominium/townhouse use, will provide an appropriate transition from lower residential uses further north and east, to the attached residential uses immediately adjacent to the Property to the north and east to the commercial uses to the west and south. Because the Property is an infill site, it can be developed in a more cost effective manner because services and utilities already exist.

4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability
- Maintain a citywide balance of land uses that support changes in community vision/dynamics over time

Response: Waterford Villas provides a housing option for this area in addition to the low density single family uses which predominately exist in the area. The proposed condominium/townhouse development will contribute to the variety of housing necessary to create a vibrant community.

5. Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility
- Encourage non-motorized access/circulation within and to mixed-use centers to reduce reliance on the automobile

- Provide a balance of live, work, and play land uses and development intensities that enable convenient non-automotive trips where environmentally and physically feasible

Response: Waterford Villas provides the residents an opportunity to conveniently access adjacent commercial retail, entertainment and service uses without having to utilize a vehicle. The Property is located within walking and biking distance to these areas and should result in the reduction of vehicle trips and trip length. Further, given the close proximity of the Property to the Scottsdale Airpark employment area, the opportunity exists to reside close to employment, also resulting in reduced vehicle trip length.

6. Promote land use patterns that conserve resources such as land, clean air, water, and energy and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the City in appropriate locations allowing people to live, work, play and shop in the same general area
- Integrate land use and transportation policies to promote a decrease in vehicle miles traveled to reduce air pollution and resource consumption, increase interaction among citizens and provide a stronger sense of community
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area

Response: The Property is conveniently located to commercial, retail, entertainment and employment areas, allowing for the opportunity to reside close to these areas. Given this close proximity, it can be expected that vehicle trips and trip lengths to these areas will be reduced. Reductions in automobile use translate to reductions in air pollutants.

7. Sensitively integrate land uses into the surrounding physical and natural environment, the neighborhood setting, and the neighborhood itself.

- Incorporate appropriate land use transitions to help integrate to surrounding neighborhoods
- Focus intense land uses along major transportation networks

Response: The Property is an infill site that when developed with the condominium use, will provide an appropriate transition from lower residential uses further north and east, to the attached residential uses immediately adjacent to the Property to the north and east to the commercial uses to the west and south. Because the Property is an infill site, it can be developed in a more cost effective manner because services and utilities exist and are located along a major transportation route.

8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

- Develop and reinforce links within and between residential, retail, employment, recreational and other public land uses
- Promote development patterns and standard that are consistent with the surrounding uses and reinforce an area's character

Response: Waterford Villas will contribute to an environment where residents can live, work and play in the same area. Given the location of the Property to the commercial retail, entertainment and service areas as well as to employment areas, this lifestyle can be achieved.

9. Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

- Incorporate a diverse range of residential and non-residential uses and densities within mixed-use neighborhoods
- Promote residential uses that support the scale and function of retail, commercial and employment uses within these neighborhoods, including the use of mixed-use structures
- Encourage compact mixed-use, pedestrian oriented development patterns, at urban densities, that limit the demand for parking and unnecessary automobile trips, and support alternative modes of mobility

Response: Waterford Villas provides a housing option for this area in addition to the low density single family uses which predominately exist in the area. The proposed condominium/townhouse development will contribute to the variety of housing necessary to create a vibrant community. Additionally, the condominium/townhouse development will promote a pedestrian oriented pattern given the location of the commercial development to the west and south.

C. *Economic Vitality Element*

5. Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

- Regional and larger community retail centers are encouraged to locate on major streets and freeway interchanges where access is available and/or in close proximity to customers
- Maintain and develop neighborhood shopping areas that are in proximity to neighborhoods and residential concentrations
- Ensure neighborhoods are adequately protected from major commercial development through design sensitivity, buffering and traffic management

Response: Waterford Villas contributes to the fulfillment of this goal by locating a residential use in close proximity to existing commercial areas and residential areas in a manner that will shield the adjacent residential areas from commercial uses, yet at the same time, contributing to the vitality and synergy of the commercial uses, thus contributing to the overall economic vitality of the area.

D. Community Involvement Element

1. Seek early and ongoing involvement in project/policy-making discussions.

- Maximize opportunities for early notification of proposed projects, or projects/issues under consideration using signs, information display boards, web site postings, written correspondence, and other methods, as they become available
- Institute and use public involvement plans to identify interested parties, their concerns and interests, and opportunities for providing information and involvement
- Encourage that project developers/owners, realtors and the real estate industry, corporations, and other public entities take responsibility for sharing information, framing issues surrounding projects, and shows accountability for being responsive to constructive citizen comments. (The responsibility of citizens and project sponsors for deliberation and dialogue is a shared one)
- Ensure project developer/owner is able to demonstrate citizen involvement and how comments were incorporated into proposal/issue recommendations

2. Proactively seek community-wide representation on issues through vigorous outreach programs that engage citizens who are not typically involved.

- Determine the range or distance of public notification based on the characteristics of the specific case or situation. All notification issues should focus on impacts at the neighborhood level
- Provide community-wide information and notification of public involvement opportunities in ways that communicate with our diverse population. Use written and electronic means now, and future means as they become available

Response: Zaremba complies with these City goals by implementing a citizen participation plan that will provide an opportunity to engage residents and property owners on the proposed development early in the process. Further, the most impacted residents will be individually contacted to ensure they are aware of the request.

E. Housing Element

2. Seek a variety of housing options that blend with the character of the surrounding community.

- Maintain Scottsdale's quality-driven development review standards for new housing development
- Encourage physical design, building structure, and lot layout relationships between existing and new construction to help the new developments complement the surrounding neighborhoods
- Consider incentives that encourage the development of diverse housing types, including smaller, more affordable units

Response: Waterford Villas provides a housing option for this area in addition to the low density single family uses which predominately exist in the area. The proposed condominium development will contribute to the variety of housing necessary to create a vibrant community while at the same time, meeting the high quality standards of the City and in a manner that is compatible and sensitive to the adjacent residential development.

4. Encourage housing development that provides for "live, work, and play" relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

- Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households
- Consider a variety of strategies to increase housing intensity and diversity in appropriate locations, such as around commercial areas, near transit centers or major employment

Response: Waterford Villas will contribute to an environment where residents can live, work and play in the same area. Given the location of the Property to the commercial retail, entertainment and service areas as well as to employment areas, this lifestyle can be achieved.

F. Neighborhoods Element

1. Enhance and protect diverse neighborhoods so they are safe and well maintained.

- Provide neighborhood recreation facilities and parks
- Provide for a range of housing opportunities

Response: Waterford Villas will contribute to the immediate neighborhood by developing an appropriate and high quality residential development that will add to the synergy of the area. Waterford Villas will be attractively designed and maintained.

3. Sustain the long-term economic well being of the City and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy
- Establish appropriate incentives for the development of aesthetically pleasing, infill housing that serves a variety of income levels

4. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

- Guide revitalization, redevelopment, and infill (new development in established areas) development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods
- Create, preserve and enhance pedestrian, vehicular, and alternative transportation mode connections and links between the neighborhoods and other neighborhood-supporting land uses throughout the community
- Improve and maintain the current landscape, sign, and design standards throughout the community

5. Promote and encourage context-appropriate new development in established areas of the community.

- Encourage new development efforts toward existing developed areas in Scottsdale
- Promote the use of existing infrastructure as an incentive to encourage more infill development within the community
- Promote existing developed areas of the community as opportune economic development infill sites

Response: The Property is an infill site that, when developed with the condominium use, will provide an appropriate transition from lower residential uses further north and east, to the attached residential uses immediately adjacent to the Property to the north and east to the commercial uses to the west and south. Because the Property is an infill site, it can be developed in a more cost effective manner because services and utilities already exist and it is located along a major transportation route. Waterford Villas will be developed to be consistent with and will enhance the design standards of the developed area.

G. Open Space and Recreation Element

1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Relate the character of open spaces to the uses and character of different areas of the City
- Evaluate open space design with these primary determinants: aesthetics, public safety, maintenance needs, water consumption, drainage considerations, and multi-use and desert preservation
- Consider buffered setbacks/parkways to provide the streetscape with a unique image that should also reduce the impacts of a major street on adjacent parcels. This type of designation is primarily an aesthetic buffer

5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Response: Waterford Villas will provide on-site recreational amenities and an open space area for residents. Further, the setbacks provided along the street perimeters will be attractively landscaped to provide a unique and appropriate image consistent with the general area.

H. Growth Areas Element

1. Direct and sustain growth and expansion in areas of the City that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

- Promote infrastructure expansion where it will be most efficient and effective and minimizes adverse impacts outside the identified areas
- Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity

Response: The development of the Property conforms to these goals because it efficiently and effectively utilizes the existing and available infrastructure developed and does not require an extension or expansion of the City's infrastructure. Further, the site is located in an Activity area of the City making it an appropriate location for this intensity of use.

2. Make automobile, transit and other multimodal circulation more efficient.

- Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities
- Make infrastructure expansion more economical by concentrating it in identified growth areas and coordinating it with development activity

Response: The Property is conveniently located adjacent to an Activity area containing commercial, retail, entertainment and employment areas, allowing for the opportunity to reside close to these areas. Given this close proximity, it can be expected that vehicle trips and trip lengths to these area will be reduced. Further, because the Property is an infill location, infrastructure expansion is minimized.

7. Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

- Plan and promote the orderly building of infrastructure such as water, sewer, drainage, and transportation facilities
- Ensure development approval is related to commitments for the construction of primary water, wastewater, and circulation systems
- Focus infrastructure improvements in designated growth areas and contiguous to existing development

Response: Because the Property is an infill site and the entire surrounding area is developed, all infrastructure including utilities and roadways, are available to serve the site.

I. Transportation Element

Regional Systems:

1. Protect the function and form of regional air and land corridors.

- Maintain Scottsdale's high development standards. The character of regional corridors in Scottsdale should reflect an image that is uniquely Scottsdale through unified streetscapes, street signage, and public art

Response: Waterford Villas will provide a substantial landscaped area along Shea Boulevard and 74th Street which is consistent with the landscaped setback areas on the adjacent properties.

2. Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

- Improve air quality by encouraging live, work, and play relationships in land use decisions that reduce the distance and frequency of automotive generated trips

Citywide Systems:

5. Relieve traffic congestion.

- Emphasize work, live and play relationships in land use decisions that will reduce the distance and frequency of automotive trips and support alternative modes, such as pedestrian paths, equestrian trails, cyclist routes, transit, telecommuting and technology for moving people and information

Response: The Property is conveniently located adjacent to commercial, retail, entertainment and employment areas, allowing for the opportunity to reside close to these areas. Given this close proximity, it can be expected that vehicle trips and trip lengths to these area will be reduced. Reductions in automobile use translate to reductions in air pollution.

8. Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

- Emphasize the relationship and balance of land uses within general areas of the City to determine if an appropriate mixture exists that will reduce the demand on regional and local systems
- Encourage the development or redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduce the reliance on the automobile
- Encourage, where appropriate, mixed use developments that physically incorporate residential, shopping and work environments within one area or project and place strong emphasis on connectivity with non-motorized access (pedestrian oriented development)

Response: Waterford Villas will provide a balance of land uses and intensities that will contribute to the overall synergy of the area. Waterford Villas will contribute to an environment where residents can live, work and play in the same area. Given the location of the Property to the commercial retail, entertainment and service areas as well as to employment areas, this lifestyle can be achieved.

Local/Neighborhood Systems:

9. Protect neighborhoods from negative impacts of regional and citywide networks.

- Preserve reasonable emergency access through neighborhoods, balancing the potential for neighborhood street restriction (traffic calming, street narrowing, speed humps, etc.) with emergency accessibility
- Explore neighborhood street layouts and design that are not necessarily aligned with the citywide and regional network to prevent cut-through automobile traffic, reduce speeding and noise, provide greater and safer opportunities for non-motorized modes, and to create an environment where the neighborhood can flourish

Response: The Property is designed to provide an appropriate access location in accordance with City standards, including emergency access. The development has exclusive access and will not result in cut-through traffic to adjacent residential areas.

11. Provide opportunities for building "community" through neighborhood mobility.

- Encourage the sensitive integration of live, work and play land uses and their physical links within and between neighborhoods to emphasize sense of place
- Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community

Response: Waterford Villas has been designed and located to encourage the live, work and play opportunities for residents. To further achieve this relationship, pedestrian links are planned to allow for easy access to adjacent commercial areas, not only for residents of Waterford Villas, but also for residents to the east.



ZAREMBA GROUP

WATERFORD VILLAS

General Plan Amendment/General Plan Land Use Analysis

Northeast Corner of Shea Boulevard and 74th Street

General Overview of Request

The purpose of this application is to request a Minor General Plan Amendment from Office to Urban Neighborhood (the "Minor GPA") on approximately 5.45 acres. The subject property is located at the northeast corner of Shea Boulevard and 74th Street (the "Property") within the City of Scottsdale (the "City"). Zarembo proposes to develop the Property with luxury condominiums ("Waterford Villas"). The following is an analysis of the impact of the proposed Minor GPA.

Provide Discussion of how the Proposed Amendment Contributes to Achieving the City's Goals Regarding Scenic Corridors, Vista Corridors, Character Area Plans, Neighborhood Plans, Housing Diversity, Economic Diversity, and Transportation Accessibility and Modes other than Automobile Traffic

While the request for a Minor GPA will modify the Conceptual Land Use Map of the General Plan, an extensive review of the General Plan reveals that Waterford Villas complies with not only the Guiding Principles, but also the Goals and Approaches of the General Plan. A detailed description of how Waterford Villas complies with these items can be found in the Minor GPA Narrative Report and the Goals and Approaches Analysis. The purpose of this analysis is to further describe how the proposed project complies with the specific items detailed below.

A. Scenic Corridors

The Property is located adjacent to Shea Boulevard, which is designated as a "Visually Significant Roadway" in the General Plan. The General Plan recommends that "... visually significant roadways include roadways with buffered setbacks and roadways with specific streetscape design themes." This portion of Shea Boulevard is also shown in the Scenic Corridor Design Guidelines as a "Compromised/High Activity/Commercial area of the Shea Scenic Corridor. The implementation of the strategy for this area includes revegetation, reshaping of topography, and implementing more organized structural suburban quality. Zarembo will match the setbacks of the adjoining properties to provide consistent design along Shea Boulevard.

B. Vista Corridors

The Property does not contain any Vista Corridors nor is it located in proximity to Vista Corridors.

C. Character Area Plans

The Property is designated as a Rural Character Area on the Character Types Map and is adjacent to Suburban Character to the west and south. The Rural Character Area was designated as a result of the existence of homes on large lots with horses further north of the Property. While homes in the general area and further north of Property are on larger rural lots, the residential density transitions to smaller lots with higher density adjacent to the Property. The homes immediately adjacent to the north and to the east are attached residences on small lots. The development of the Property as proposed thus completes the transition of densities from the lower density uses further north and east to the more urban development located at Shea Boulevard and 74th Street.

D. Neighborhood Plans

The Property is not located within an approved neighborhood plan.

E. Housing Diversity

Waterford Villas is consistent with the goal of the City to provide a variety of housing opportunities for its residents, while at the same time being consistent with the surrounding residential neighborhoods. Specifically, Goal #2 of the Housing Element recommends seeking “a variety of housing options that blend with the character of the surrounding community”. Immediately adjacent to the Property on the north and east are attached housing. Further north and east are single family homes and then single family homes on larger lots. Waterford Villas also is consistent with Goal #4 which encourages “housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents”. Waterford Villas is located across the street from a movie theater, restaurants, grocery store, gyms and retail uses.

F. Economic Diversity

The City values and has defined the goal of supporting its economic strengths by targeting new opportunities to diversify the economic base and provide for the fiscal health of the City. To achieve this, the established vision for the City is to have a dynamic, diverse and growing economy that provides essential services and bolsters the tax base. Waterford Villas will assist in achieving these goals in two (2) primary ways: (1) by adding to the economic base during the construction phase by the impact to the building and development trade; and (2) by adding additional residents in the immediate

area who, because of the close proximity to the commercial area to the west, will utilize these services and shop in the area.

G. Transportation Accessibility

According to the General Plan, the transportation system is the backbone of the City, supporting the economy and influencing land use patterns. The Transportation Element encourages multi-modal forms of transportation and land use patterns that foster the live, work, and play lifestyle. Waterford Villas conforms to these goals by providing a land use that will encourage the use of non-vehicular modes of travel to access retail, commercial and office uses

Waterford Villas specifically conforms to Goal #2 which recommends the protection of “. . . the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment”.



ZAREMBA GROUP

WATERFORD VILLAS

General Plan Amendment/General Plan Land Use Analysis

Northeast Corner of Shea Boulevard and 74th Street

General Overview of Request

The purpose of this application is to request a Minor General Plan Amendment from Office to Urban Neighborhood (the "Minor GPA") on approximately 5.45 acres. The subject property is located at the northeast corner of Shea Boulevard and 74th Street (the "Property") within the City of Scottsdale (the "City"). Zarembo proposes to develop the Property with luxury condominium/townhomes ("Waterford Villas"). The following is an analysis of the impact of the proposed Minor GPA.

Analysis of Request

- The proposed request will modify the Land Use designation on the Property from Office to Urban Neighborhood on 5.45 acres.
- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units, there will not be an increase in population as a result of the Minor GPA.
- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units, there will not be an increase in elementary, middle and high school age children as a result of the Minor GPA.
- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units, there will not be an increase in water usage as a result of the Minor GPA .
- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units there will not be an increase in wastewater generation as a result of the Minor GPA.
- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units, there will not be an increase in solid waste generation as a result of the Minor GPA.

- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units, there will not be an increase in vehicle trips per day as a result of the Minor GPA. In the event the Property were developed for office uses, the result of the Minor GPA would a decrease in traffic by between 553 and 2,099 trips per day.
- Based on the fact that 70 dwelling units could be built on the Property under the current S-R zoning, and the proposed development is for 68 units, there is not expected to be a decrease in the number of employees as a result of the Minor GPA.